

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

STARRED QUESTION NO:57
ANSWERED ON:21.11.2002
FUNCTIONS OF DAVP COMMITTEE
MADAN PRASAD JAISWAL;RAM TAHAL CHOUDHARY

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether Government have incorporated certain changes in the `Advertisement Policy`;
- (b) if so, the reasons therefor;
- (c) the criteria adopted and the salient features for drawing up a panel in the Directorate of Advertising Visual Publicity (DAVP);
- (d) the mechanism available to test check the criteria;
- (e) the composition of the Committee and the background of the members proposed to be included in the panel; and
- (f) the norms fixed for convening a meeting of the said Committee?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a), (b),(c),(d),(e) & (f) : Advertisement Policy of the Government of India and Guidelines for Empanelment of Newspapers with the Directorate of Advertising & Visual Publicity (DAVP) was revised to bring about greater transparency, to simplify the procedure for empanelment and to ensure that genuine newspapers get empanelled. The salient features of the Advertisement Policy of the Government of India and Guidelines for Empanelment of Newspapers with the DAVP are given in the Annexure.

The empanelment form alongwith Media particulars and specimen copies of the newspapers submitted by the publisher for empanelment are processed and scrutinised in DAVP. All observations and discrepancies, if any, are listed and placed before the Panel Advisory Committee.

The Panel Advisory Committee (PAC) headed by Director General / Director, DAVP includes Addl. Principal Information Officer in the Press Information Bureau (PIB), Press Registrar, RNI and Deputy Secretary/Under Secretary in the Ministry of Information & Broadcasting dealing with Print Media and one representative each from the big, medium and small newspapers. Meetings of the PAC are convened depending upon the workload viz number of applications to be considered.